

Introduced by Senator Walters

February 17, 2010

An act to add Section 11085 to the Government Code, relating to advertising.

LEGISLATIVE COUNSEL'S DIGEST

SB 1079, as introduced, Walters. State agencies: advertising agreements.

Existing law requires a state agency, when preparing any notice, advertisement, or publication in any newspaper or other medium, to deliver the notice, advertisement, or publication to the Department of General Services for approval.

Existing law authorizes the Office of State Printing, within the department, which is responsible for all state printing, to accept paid advertisements in materials printed or published by the state, except for paid political advertising.

This bill would authorize a state agency to enter into an agreement to place paid advertisements, except for political advertising, on agency literature or publications. The bill would also provide that funds derived from the paid advertisements be available to the agency, upon appropriation by the Legislature, to fund agency operations.

Vote: majority. Appropriation: no. Fiscal committee: yes.
State-mandated local program: no.

The people of the State of California do enact as follows:

- 1 SECTION 1. Section 11085 is added to the Government Code,
2 to read:

1 11085. (a) A state agency may enter into an agreement to place
2 paid advertisements, except for political advertising, on agency
3 literature or publications.

4 (b) Funds derived from the placement of paid advertisements
5 on agency literature or publications pursuant to this section shall
6 be available to the agency, upon appropriation by the Legislature,
7 to fund agency operations.